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# Once upon a time

people had a dreadfully dreary idea . . . they thought time was the same everywhere . . . 24 hours in a day, 7 days in a week . . . and never different! Of course it was dull—trying Greenwich Time, then Central Time—constantly seeking better times—when suddenly . . . one day . . . they discovered Times Square. And here is "magic time"! In some ways, there seem to be twice the hours; time flies so . . . never a dull second. But then again, you think there must be *more* hours in a day here . . . you do so much, never waste a second (everything is so *very* convenient). And finally, with business speedily finished, best of all is the *marvelous* time for which Times Square is famous. Right here, *at* your door, are ALL the wonderful, glamorous doings of the city . . . every theatre, every big movie house, night spots, music center—everything. *It's MAGIC TIME all the time in TIMES SQUARE.*

AVERY CLASSICS

## Theatre

Of course you love the theatre—footlights, grease paint—curtain!!! Times Square is THE theatrical capital of the world. Here is every theatre in New York, all within a few blocks, clustered about this most glamorous bit of Broadway, right at your door.

## Fifth Ave. Shopping

For every woman living, one of Times Square's greatest attractions is its marvelous convenience to the Fifth Avenue Shopping District—the world's most famous stores. Just a step from your room you can shop or "just look" to your heart's content.

## Sightseeing

Headquarters and starting point for all sightseeing is Times Square—the center from which every New York visitor sallies forth to see the wonders of the world's largest city. And here the sightseeing buses even call for you right at your own hotel.

## Movies

Movie-going in Times Square is a totally new experience. Here are all of the city's magnificent motion picture palaces, showing Hollywood's world premieres and best pictures in settings of unequaled luxury, accompanied by stage shows—the nation's number one orchestras and entertainers.

## Night Life

When the last curtain drops, entertainment-wise New Yorkers gather in the celebrated night clubs of Times Square! Here, in the city's leading hotels or in the many intimate and famous "clubs", the sparkling night life makes New York unique.

## Rockefeller Center & Radio City

Glittering star in Times Square's multitude of attractions is the colossal, almost unbelievable Rockefeller Center. Within these few blocks are six separate skyscrapers, each one a giant even by New York standards. Highest of the group is the 71-story R. C. A. Building, topped by an Observation Roof commanding a view of all the city and its surroundings. Here are the NBC broadcasting and television studios and the New York Museum of Science and Industry. Next to it is the internationally known Radio City Music Hall. And around the Sunken Plaza are beautiful shops, New York's famous foreign buildings and the executive offices of great American corporations.

## Buyers' Headquarters

Wise buyers stop in Times Square. Here they save time and energy because they are right next to the great resident buying offices—and because in the theaters and night clubs appear the fashions of tomorrow.

## Music and Art

New York's cultural life revolves about Times Square. On its downtown side is the Metropolitan Opera House. On its Eastern side is Town Hall, chamber music and famous meetings—and Rockefeller Center, veritable city of arts and decoration. On the uptown side are Carnegie Hall and art galleries. Buses go directly to the Metropolitan Art Museum, Museum of Natural History and the Planetarium.

## Churches

In and about Times Square are churches of every denomination. You will find the church of your own faith listed on the directory in every hotel—and, of course, there are here such famous churches as the Actor's Church, St. Thomas', St. Patrick's Cathedral.

## Business & Industry

For every business man Times Square is New York's most central location. Right next door are the Silk and Women's Wear sections, Lingerie, Millinery and Notion Studios, the Jewelry and Diamond Trades. In fact, all other commercial districts are equally accessible.

## . . . and Perfect Hotels

Naturally . . . New York's perfect hotels are at Times Square, the city's hotel center. Here there are more and *newer* hotels than in any other section. You find the most modern innovations—air conditioning, room radios, even television—and such conveniences as completely care-free parking and garage facilities.

But most important of all is the wonderful comfort you enjoy. A multitude of trained employees cater to your smallest wants. Master chefs prepare dishes famous the world over, yet amaze you by the economical menus they offer.

In your room is a friendly coziness that rests and relaxes. Genial managers have anticipated every detail that makes life pleasant—little things like carefully adjusted reading lamps, a plentiful supply of spotless linen, even electric razor outlets.

Yet, with all that, in New York's "Hospitality Square" you will find values unmatched anywhere.

That's why thousands of New Yorkers make these hotels their permanent homes.

That's why you, too, will wish you could stay in your *perfect* hotel-home at Times Square forever.

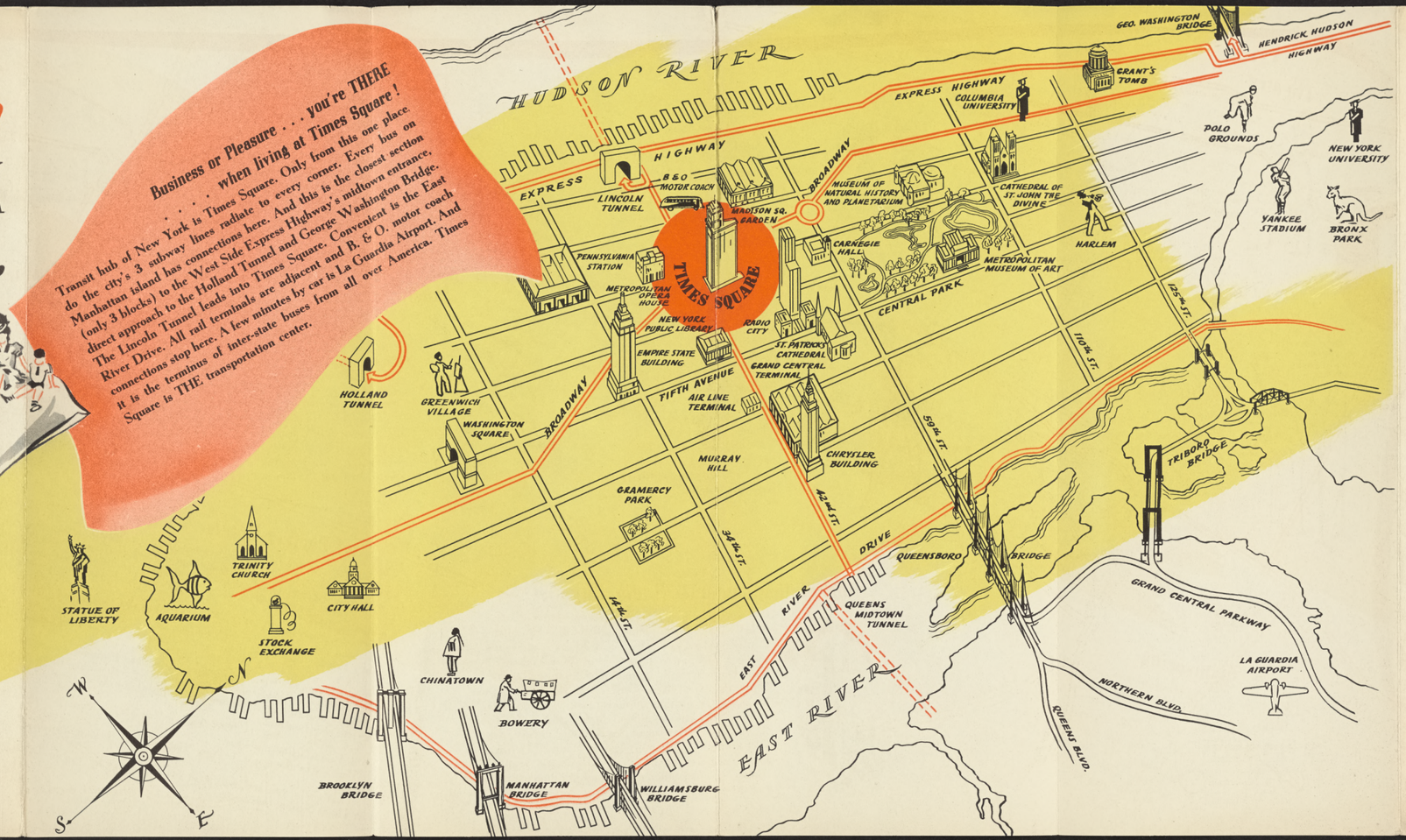
GERALD LESSER, N.Y.

# *In Times Square*

# ALL NEW YORK *is At Your Door*

**Business or Pleasure . . . you're THERE . . . . when living at Times Square!**

Transit hub of New York is Times Square. Only from this one place do the city's 3 subway lines radiate to every corner. Every bus on Manhattan island has connections here. And this is the closest section (only 3 blocks) to the West Side Express Highway's midtown entrance, direct approach to the Holland Tunnel and George Washington Bridge. The Lincoln Tunnel leads into Times Square. Convenient is the East River Drive. All rail terminals are adjacent and B. & O. motor coach connections stop here. A few minutes by car is La Guardia Airport. And it is the terminus of inter-state buses from all over America. Times Square is THE transportation center.




# NEW YORK *time* is *"magic time"* when your hotel is at TIMES SQUARE

## *Recognized Hotels* . . . OF TIMES SQUARE

| | Minimum Rates Without Bath | With Bath |
|---|---|---|
| **ABBEY** 51st St., E. of 7th Ave. | .... | $2.50 |
| **BRISTOL** 129 West 48th St. | $1.50 | 2.00 |
| **BRYANT** Broadway at 54th St. | .... | 2.00 |
| **CAPITOL** 51st St. and Eighth Avenue | 2.00 | 2.50 |
| **CHESTERFIELD** 130 West 49th Street | 1.50 | 2.50 |
| **DIXIE** 250 West 43rd Street | .... | 2.50 |
| **EDISON** 46th to 47th Sts., West of B'way. | .... | 2.50 |
| **FORREST** 49th Street, West of Broadway | .... | 2.50 |
| **GREAT NORTHERN** 118 West 57th Street | .... | 2.50 |
| **LINCOLN** Eighth Avenue at 44th Street | .... | 3.00 |
| **MARYLAND** 104 West 49th Street | 1.50 | 2.50 |
| **PARAMOUNT** 46th Street West of Broadway | .... | 2.50 |
| **PARK CENTRAL** Seventh Ave., 55th to 56th Sts. | .... | 3.50 |
| **PICCADILLY** 45th Street, West of Broadway | .... | 2.50 |
| **PLYMOUTH** 49th Street, East of Broadway | .... | 2.50 |
| **PRESIDENT** 48th Street, West of Broadway | .... | 2.50 |
| **REX** 106 West 47th Street | 1.25 | 1.50 |
| **TAFT** Seventh Ave., at 50th to 51st Sts. | 2.00 | 2.50 |
| **TIMES SQUARE** 43rd Street West of Broadway | 2.00 | 2.25 |
| **WEBSTER** 40 West 45th Street | .... | 2.50 |
| **WELLINGTON** 55th Street at Seventh Avenue | .... | 2.50 |
| **WOODSTOCK** 127 West 43rd Street | 1.50 | 2.00 |

BEWARE of public porters, taxicab drivers, hotel runners, and so-called hotel information guides, who may try to mislead you by stating that the hotel of your choice is filled—or by making some other misrepresentation. Do not allow any one to direct you, under any pretext, from the hotel which you intend patronizing.

HOTELS OF TIMES SQUARE
127 West 43rd Street, New York, N.Y.
*(Members of Hotel Ass'n of N. Y. C.)*